

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 8, 2007
TITLE: 5201 Femrite Drive – Wall Sign Variance and Clarification on a Previously Approved Sign Package in UDD No. 1. 16 th Ald. Dist. (06901)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 8, 2007	ID NUMBER:

Members present were: Paul Wagner, Marsha Rummel, Richard Slayton, Michael Barrett and Todd Barnett.

SUMMARY:

At its meeting of August 8, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a wall sign variance and provided clarification on a provision of the previously approved sign package located at 5201 Femrite Drive. Appearing on behalf of the project was David Nelsen. As a follow-up to the Commission's previous approval of a uniform sign package for the multi-tenant commercial office and manufacturing facility located at 5201 Femrite Drive and 3325 Agriculture Drive (on July 25, 2007). Nelsen presented details on a requested wall sign variance from the provisions of Urban Design District No. 1. The requested wall signs are for a tenant within the complex; Viking Electric Supply, one sign on each side of its through tenant space at 112 square feet in size each. The provisions for Urban Design District No. 1 require that "the area of a ground or wall sign should not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the district unless a larger sign is specifically approved by the Urban Design Commission..." Nelsen noted to the Commission that the requested variance was a follow-up to the Commission's previous review and approval of the uniform sign package where comments by the Commission appeared to provide for favorable consideration for this variance request. Following the presentation the Commission noted the following:

- Concern with the issue of establishing a precedent with approval of the signage, but like the sign. Others could come up with a larger sign based on this precedent.
- Need a rationale that goes beyond precedent to justify.
- Reluctant to grant as requested. Significantly outside normal consideration but comfortable with utilizing the normal variance provision of a 25% increase.

Following the discussion on the requested variance, staff summarized the necessity to clarify an issue with the previously approved signage package relevant to an exhibit featuring a routed face/halo lit wall sign for "Danisco" provided within the package which also featured non-routed lettering on its face. Staff noted that the uniform signage provisions as approved by the Commission did not support face applied/non-routed graphics as an element of the proposed sign and overall signage package. Following discussion on this issue, Ald. Judy Compton spoke in favor of the requested variance, as well as the clarified previously approved signage package, but raised concerns relevant to the use of a white on white type of signage.

ACTION:

Relevant to the requested variance for an increase in wall signage for the “Viking Electric” tenant, on a motion by Slayton, seconded by Barrett, the Urban Design Commission **GRANTED APPROVAL** of a modified wall signage proposal. The motion was passed on a unanimous vote of (5-0). The motion approved an overall increase in size of 25% beyond 72 square feet of wall signage allowed within the district (90 square feet). Relevant to the clarification on the uniform sign package for the “Danisco” wall sign, on a motion by Slayton, seconded by Rummel, and the provisions of the uniform sign package were clarified in regards to applied signage to the face of halo lit signage. The motion passed on a unanimous vote of (5-0). The motion provided that the face of the sign does not have to match the coloration of the signable area in which it is located and can obtain applied non-routed graphics on its face. In addition, the face of the “halo lit” wall signage will allow for lighting of only those routed through letters or cut-outs with no provisions for white on white faces.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5/6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5201 Femrite Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	-
	-	-	-	-	5	-	-	5
	-	-	-	6	6	-	-	6
	-	-	-	-	5	-	-	5/6
	-	-	-	-	6	-	-	6

General Comments:

- Sign size will always be a problem when buildings are set back too far from the street.
- Can't find hardship or design feature to justify variance.